

CITYWALK

Grand Opening and
Promotions for Hong Kong's
Latest Shopping Complex

Distinctive Grand Opening and Marketing for a New Shopping Mall

A new iconic landmark in Hong Kong, Citywalk is a family-friendly and fun-loving shopping mall that distinguishes itself from its contemporaries. As the brand focuses on bringing imagination and entertainment together, Citywalk needed an inaugural event that communicated this creative purpose.

Business Strategy

Brand Strategy Grand Opening Strategy

Design and Touchpoints

- PR Event Management
- Invitation Card Design
- Souvenir Design
- Live Performance
- Road Show
- Press Release
- Venue Decoration

Digital & Social Media

Citywalk Marketing Communications

Creative Event and Promotions for a Mall Opening



Base Creative helped Citywalk to launch the mall in a family-oriented and engaging, fun way, presenting a carnivalesque opening as well as complementing the event with an identity, invitation and corresponding premiums.

Scope of Work

Business Strategy

Brand Strategy

Grand Opening Strategy

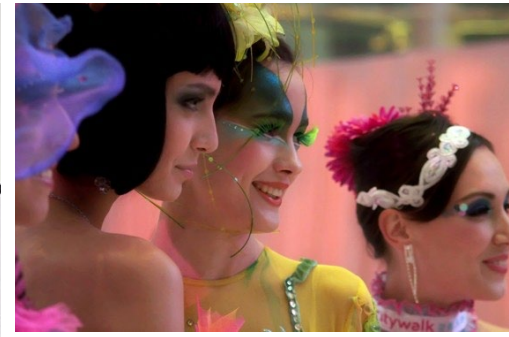
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Creative Event and Promotions for a Mall Opening



For the opening of the mall's second phase, Base Creative designed appealing invitations and other promotional materials.

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